This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims:

1. (Currently Amended) A system for estimating the prevalence of digital content on a network, <u>the system</u> comprising:

an estimating device ~~that receives traffic data collected from the network~~<u>to</u> <u>determine an estimate of a number of times that a webpage has been accessed</u>;

<u>a prober to repeatedly request the webpage and, in response, receive content files;</u> <u>and</u>

<u>a statistical summarization system to determine a number of times that a first</u> <u>content object is included the content files, determine a total number of times that the</u> <u>webpage has been requested, and estimate the number of times that the first content</u> <u>object has been displayed to visitors of the webpage based on the number of times that</u> <u>the first content object was included in the content files, the total number of times that the</u> <u>webpage was requested, and the estimate of the number of times that the webpage has</u> <u>been accessed</u>

~~an anonymizing device that locates user identification data in the traffic data,~~ ~~masks the user identification data to produce clean traffic data, and stores the clean traffic~~ ~~data;~~

~~a sampling device that stores summarization data that describes each occurrence~~ ~~of the digital content in the clean traffic data and scales the data by a weighting factor to~~ ~~extrapolate global traffic data; and~~

~~an accessing device that presents the clean traffic data and the summarization data~~ ~~to a user~~.

2. (Currently Amended) The system of claim 1, wherein the estimating

device ~~receives~~ is to receive the estimate of the number of times that the webpage has

been accessed~~traffic data~~ from at least one proxy cache server.

3. (Cancelled).

4. (Currently Amended) The system of claim 1, wherein the sampling

device includes:

~~a prober that fetches a web page from the network;~~

an extractor ~~that locates~~ to locate a fragment of the web page that includes the

~~digital~~ first content object; and

a classifier ~~that performs~~ to perform a structural analysis of the fragment to

classify the digital content.

5. (Cancelled)

6. (Currently Amended) A method of estimating the prevalence of digital content on a network, the method comprising ~~the steps of~~:

    receiving an estimate of a number of times that a webpage has been accessed;

    repeatedly requesting the webpage and, in response, receiving content files;

    determining a number of times that a first content object is included the content files;

    determining a total number of times that the webpage has been requested; and

    estimating the number of times that the first content object has been displayed to visitors of the webpage based on the number of times that the first content object was included in the content files, the total number of times that the webpage was requested, and the estimate of the number of times that the webpage has been accessed.

    ~~global traffic to at least one Web site on the network to provide traffic data;~~

    ~~locating user identification data in the traffic data;~~

    ~~masking the user identification data to produce clean traffic data;~~

    ~~statistically sampling the contents of said at least one Web site to provide sampling data including scaling the data by a weighting factor to extrapolate global traffic data;~~

    ~~storing the clean traffic data and the sampling data; and~~

    ~~accessing the clean traffic data and the sampling data to generate a report.~~

7-69.   (Cancelled)

Please add the following new claims:

70. (New) A tangible machine readable medium storing instructions that, when executed, cause a machine to at least:

receive an estimate of a number of times that a webpage has been accessed;

repeatedly request the webpage and, in response, receiving content files;

determine a number of times that a first content object is included the content

files;

determine a total number of times that the webpage has been requested; and

estimate the number of times that the first content object has been displayed to

visitors of the webpage based on the number of times that the first content object was

included in the content files, the total number of times that the webpage was requested,

and the estimate of the number of times that the webpage has been accessed.

71. (New) A machine readable medium as defined in claim 70, wherein at least a portion

of the estimate of the number of times that the webpage has been accessed is received

from a proxy.

72. (New) A machine readable medium as defined in claim 70, wherein the instructions

stored on the machine readable medium are executed by an advertising prevalence

system.

73. (New) A machine readable medium as defined in claim 70, wherein at least a portion

of the estimate of the number of times that the webpage has been accessed is received

from at least one panelist computer.

74. (New) A machine readable medium as defined in claim 70, wherein the content object

is an advertisement.

75. (New) A machine readable medium as defined in claim 70, wherein instructions

stored on the machine readable medium estimate the number of times that the first

content object has been displayed to visitors by:

determining a rotation rate for the content object by dividing the total number of times that the webpage was requested by the number of times that the first content object was included in the content files;

determining the number of times that the first content object has been display to visits by multiplying the estimate of the number of times that the webpage has been accessed by the rotation rate.

76.   (New) A system as defined in claim 1, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from a proxy.

77.   (New) A system as defined in claim 1, wherein the system is an advertising prevalence system.

78.   (New) A system as defined in claim 1, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from at least one panelist computer.

79.   (New) A system as defined in claim 1, wherein the content object is an advertisement.

80.   (New) A system as defined in claim 1, wherein statistical summarization system estimates the number of times that the first content object has been displayed to visitors by:

determining a rotation rate for the content object by dividing the total number of times that the webpage was requested by the number of times that the first content object was included in the content files;

determining the number of times that the first content object has been display to visits by multiplying the estimate of the number of times that the webpage has been accessed by the rotation rate.

81.   (New) A method as defined in claim 6, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from a proxy.

82.   (New) A method as defined in claim 6, wherein the method is performed by an advertising prevalence system.

83.   (New) A method as defined in claim 6, wherein at least a portion of the estimate of the number of times that the webpage has been accessed is received from at least one panelist computer.

84.   (New) A method as defined in claim 6, wherein the content object is an advertisement.

85.   (New) A method as defined in claim 6, wherein estimating the number of times that the first content object has been displayed to visitors comprises:

determining a rotation rate for the content object by dividing the total number of times that the webpage was requested by the number of times that the first content object was included in the content files;

determining the number of times that the first content object has been display to visits by multiplying the estimate of the number of times that the webpage has been accessed by the rotation rate.